IN THE CLAIMS

1 (Previously Presented).   A method comprising:

transmitting video content;

transmitting partial, incomplete portions of a complete viewer incentive image over time in association with said content, such that the portions of said image accumulate depending on viewing time to form said complete image; and

enabling said partial incomplete portions to be displayed and viewed without displaying the complete incentive image, the extent of said incomplete image that is displayed in the form of said portions being dependent on the time spent viewing video content.

2 (Previously Presented).   The method of claim 1 wherein transmitting portions of a viewer incentive image in association with said content includes transmitting said viewer incentive image portions together with said video content.

3 (Previously Presented).   The method of claim 1 wherein transmitting video content includes transmitting video programming together with ancillary information and transmitting said viewer incentive image portions as part of said ancillary information.

Claim 4 (Canceled).

5 (Previously Presented).   The method of claim 1 including showing the portion of an incentive image which has not yet been earned.

6 (Original).   The method of claim 1 further including progressively providing incentives which may be collected in a graphical user interface for display.

7 (Original).   The method of claim 6 including progressively adding incentives to a graphical user interface which may be viewed in a virtual book of pages of incentives.

2

8 (Original).   The method of claim 7 including enabling the pages to appear to be turned by operating graphical user interface.

9 (Original).   The method of claim 1 further including parsing enhanced content from the video content and parsing an incentive from said enhanced content.

10 (Previously Presented).   The method of claim 1 further including determining whether a viewer is actually viewing the video content and accruing the incentive image portion only after determining that the viewer is actually viewing the content.

11 (Original). The method of claim 10 including asking a question in the course of the video content to determine that a viewer is actually present and paying attention.

12 (Currently Amended).   A computer readable ~~An article comprising a~~ medium ~~for~~ storing instructions that, ~~if executed, enable~~ when executed by a processor-based system, enable the processor-based system to:
        transmit video content;
        transmit incomplete, incentive image portions of a viewer incentive image in association with said video content, such that said image portions accumulate depending on viewing time; and
        enable said portions to be displayed without displaying the complete incentive image, the extent of the incomplete image that is displayed in the form of said portions being dependent on the time spent viewing video content.

13 (Currently Amended).   The computer readable medium ~~article~~ of claim 12 further storing instructions that cause a processor-based system to transmit said viewer incentive image portions together with said television content.

3

14 (Currently Amended).   The <u>computer readable medium</u> ~~article~~ of claim 12 further storing instructions that cause a processor-based system to transmit video programming together with ancillary information and transmit said viewer incentive image portions as part of said ancillary information.

15 (Currently Amended).   The <u>computer readable medium</u> ~~article~~ of claim 12 further storing instructions that cause a processor-based system to progressively provide an image portion of an overall incentive image which may be earned by those viewers who view programming for a given amount of time.

16 (Currently Amended).   The <u>computer readable medium</u> ~~article~~ of claim 15 further storing instructions that cause a processor-based system to display a portion of an incentive image which has not yet been earned.

17 (Currently Amended).   The <u>computer readable medium</u> ~~article~~ of claim 12 further storing instructions that cause a processor-based system to determine whether a viewer is actually viewing the video content and accrue the incentive only after determining that the viewer is actually viewing the content.

18 (Currently Amended).   The <u>computer readable medium</u> ~~article~~ of claim 17 further storing instructions that cause a processor-based system to ask a question in the course of providing the video content to determine that a viewer is actually present and paying attention.

19 (Previously Presented).   A system comprising:
        a video content receiver;
        an ancillary content receiver; and
        a transmitter to transmit video content and ancillary information and transmit image portions of a viewer loyalty incentive image over time so that said portions accumulate based on viewing time to create said incentive image, and said portions being viewable without viewing the complete incentive image, the portion of the complete incentive image in the form of

said image portions that is viewable by the user being dependent on the amount of time spent viewing said video content.

20 (Original). The system of claim 19 wherein said transmitter transmits the ancillary information and video content together.

21 (Original). The system of claim 19 wherein said video content and ancillary information are transmitted at separate times.

Claims 22-27 (Canceled).